

In the Office Action, claims 1, 3 - 8, 11, 12, 14, 18 - 20 and 22 - 24, i.e., all of the pending claims, are rejected under 35 U.S.C. 103(a) as being unpatentable over U. S. Patent Application Publication No. 2004/0153663 to Clark et al. (hereinafter "the Clark et al. publication"), in view of U.S. Patent Application Publication No. 2003/0033553 to Monteverde (hereinafter "the Monteverde publication"), in further view of U.S. Patent Application Publication No. 2002/0136381 to Shaffer et al. (hereinafter "the Shaffer et al. publication"). Applicants are traversing this rejection.

Claim 1 provides for a method that includes, *inter alia*, matching a unique business identifier and a single best address to a database having unique business identifiers associated with addresses ...

The Office Action, on page 4, recognizes that neither of the Clark et al. publication nor the Monteverde publication discloses the matching operation of claim 1, and so, the Office Action suggests that the Shaffer et al. publication, with reference to FIG. 11C, discloses this feature.

The Shaffer et al. publication, with reference to FIG. 11C, describes activities involving several databases, namely:

- (a) a Data Provider Verified Linkage Update (DPVLU) database 436;
- (b) a USPS Delivery Sequence File (DSF) 438;
- (c) a DSF Verified database 442;
- (d) an ACXIOM NPANXX To ZIP 5 Overlap file 446; and
- (e) a Data Provider Updates with LERG Phone Number and USPS Spatial Keys database 448.

However, the Shaffer et al. publication does not appear to describe any of the above-noted databases as having unique business identifiers associated with address. Accordingly, Applicants submit that the Shaffer et al. publication does not disclose **matching a unique business identifier** and a single best address to **a database having unique business identifiers** associated with addresses ..., as recited in claim 1. Thus, claim 1 is patentable over the cited combination of the Clark et al. publication, the Monteverde publication, and the Shaffer et al. publication.

Applicants respectfully request that if the Examiner finds that the Shaffer et al. publication does describe a database having unique business identifiers associated with addresses, that the Examiner please provide a citation to a specific passage of the Shaffer et al. publication that contains such a description.

Claims 12 and 20 are independent claims. Each of claims 12 and 20 includes a recital similar to that of claim 1. Accordingly, claims 12 and 20, similarly to claim 1, are patentable over the cited combination of references.

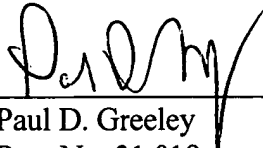
Claims 3 - 8, 11 and 22 depend from claim 1. Claims 14, 18, 19 and 23 depend from claim 12. Claim 24 depends from claim 20. By virtue of these dependencies, claims 3 - 8, 11, 14, 18, 19 and 22 - 24 are also patentable over the cited combination of references.

Applicants are requesting reconsideration and a withdrawal of the section 103(a) rejection of claims 1, 3 - 8, 11, 12, 14, 18 - 20 and 22 - 24.

In view of the foregoing, Applicants respectfully submit that all claims presented in this application patentably distinguish over the prior art. Accordingly, Applicants respectfully request favorable consideration and that this application be passed to allowance.

5/27/09  
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Date

Respectfully submitted,

  
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